

WE ARE SELLING
Standard Patterns for November
now. Many new styles for Autumn
costumes among them.

Miller, Rhoads & Co.

198 AND 202 MAIN STREET.

Not a woman in Norfolk who can af-
ford to miss the demonstration of
LA VIDA CORSETS
COME AND BE FITTED FREE.

NEW FALL SUITS AND COATS.



COMPARISON, the infallible crucial test of superiority continues to force conviction that our showing of Tailor-made Suits and Coats is by far the most extensive, the handsomest and lowest priced—quality considered. Every day our suits are advertised by those who have compared and become a Miller, Rhoads & Co. patron. The fact that our suits are “unlike” those shown elsewhere accounts for the universal popularity. If ours were the same we could not have the distinction of being Norfolk’s headquarters for Suits and Coats.

\$10.00 buys a fine Black and Nobby Cheviot Tailor-made Suit, Jacket Satin lined, Percale lined Skirt.
12.50 buys a Venetian Cheviot and Homespun Suit Jacket Satin lined, Percale lined Skirt.
12.98 buys a Tailor-made Suit made of best Cheviot, Silk lined Jacket, Percale lined Skirt.
15.00 buys a Tailor-made Suit of Cheviot Venetian Homespun in Cox front and tight fitting, Jacket Silk lined and a Skirt Percale lined.
17.50 buys a Tailor-made Suit, double breasted, made of Venetians and Metonells, Silk lined Jacket, Skirt.
19.50 buys Tailor-made Suits, new Jacket, Silk lined Skirt plaited back and percale lined.
20.00 buys a Black Cheviot Tailor-made Suit with Jacket and Skirt, Silk lined throughout with black Taffeta.

21.50.—We can give you several styles of Tight Fitting and double breasted, Jacket Silk lined, Skirt Percale lined.
25.00. We can give you 20 styles to select from, including the Flore Skirts, Over Skirts, Habit Skirts, Opera Skirts—Jacket Silk lined, Skirt Percale lined.
27.50. We show the new weaves in Basket weaves, double box front, Jacket Silk lined, Skirt Percale lined.
30.00. We show fine Broad Cloth and Venetians, Silk lined Jacket and Skirt.
35.00 Fine Imported Venetians in Black Silk, lined throughout.
37.50. Wombro Venetian in Colors, Silk lined throughout.
NEW GOLF CAPES—The “fashion-makers” have adopted “Golf Capes” as one of their prime favorites for fall and winter wear. We have the largest and most varied stock of our history, and probably the most notable stock thus far shown by anybody. Prices from \$5.00 up to \$22.50.

SHELL GOODS.

Never before has Norfolk witnessed such a showing and variety of fine Shell Amber and Black Side Combs, Back Combs and Pompadour Combs.

Jeweled Side Combs from 25c to \$2.00 a pair.
Jeweled Back Combs from 19c to \$2.00 each.
Jeweled Pompadour Combs from 25c to \$1.50.
Plain Shell Side Combs, 5c, 10c, 15c, 19c, 25c, 39c, 50c and 59c pair.
Plain Back Combs, 10c, 15c, 19c, 25c, 39c, 50c, 59c and 69c each.
Plain Pompadour Combs, 10c, 15c, 19c and 25c.
The new large Bone Hair Pins, 5c, 10c, 15c, 19c, 25c and 49c each.

DRESS FINDINGS.

This department is now very complete and we are able to supply our customers with the highest class of these goods at the smallest cost.
Nine Yard Rolls Whalebone Casing in Black, White and Colors, 5c. roll.
Silk Bone Casing at 10c, 12½c. and 15c. for 3 yard bunches.
Dress Bones, 8 inches long, 5c. dozen.
Covered Dress Steels 5c. dozen.
Inside Belting 5c.
Double faced Satin Inside Belting 10c., 12½c., and 15c. yard.
Our Social Hooks and Eyes 1c. dozen.
Federhaken Hooks and Eyes, Black and White, 3 cards for 5c.
Eureka Hooks and Eyes, 5c. card.
Oscar DeLong's Hooks and Eyes 7c. card.
DeLong and Richardson's Hump Hooks and Eyes 10c. card.
Alexander King's Basting Cotton, the best grade of 3 cord thread you can buy, 3 spools for 5c. or 18c. dozen.
Moss Edge Brush Skirt Binding, Black and Colors, 5c. yard.

DRESS GOODS AND SILKS.

A REMARKABLE COLLECTION of splendid values in new Fall Dress Goods has been prepared for your selection. This department has already made a reputation for itself, not for low prices on poor qualities, but for economical prices on popular new weaves. Every worthy sort, every proper style of Dress Material for Fall wear is here.

There never will be a better buying time than now. Many of the offerings mentioned further on are priced considerably lower than they are likely to be bought for later on—and lower than their true value is now.

BLACK BEAVER. If you have any idea of making a Cape or Jacket, let us show you something in this line. They are exceptionally good values, 45 in. \$1.75, \$2.00 and \$2.50.
FINE SUITINGS for Tailor-made Gowns, consisting of very neat mixtures, in Brown, Blue, Gray, and Green and Black. A soft, clinging fabric that is much favored by the leading modists. 44 in. at \$1.25.
Another similar line not quite so fine, 46 in. wide, in Blue Gray, Blue and Black, Brown and Garnet, Gray and Green. \$1.00.
SHARK SKIN, in two shades of Blue and Green. This is one of the best and most satisfactory weaves for general wear, does not crush or hold dust. 46 in. wide at 98c.
ALL WOOL HENRIETTA in colors for Waists, in Cardinals, Blues, Old Rose, Purple and Green. Fine twill, soft silk finish—just what you have been looking for. 44 in. wide, 50c.
WHITE WOOLENS for Infants Cloaks. 42 in. all wool, Bedfordcord, at 69c. 44 in. finer quality, Bedfordcord at \$1.00 and \$1.25. French Novelties in Diagonal and Figured Lamb's Wool Cloakings, 48 in. \$1.98. White Henriettas at 39c., 50c. and 75c. White Opera Flannel, 27 in. 50c.

CORDEUROY in Black, Tan, Blue and Green, 27 in. 69c. **CREPON.** Our line was never in better more varied and desirable. Handsome designs and beautiful finish. One number in All Wool and Mohair, giving the desired cling, 40 in. \$2.00. At \$1.75 to \$2.50 we are showing some new and novel wool.
SILKS. This interesting section of our store is alive with many rare good things, and best of all price and style have been considered. Among the new arrivals is a colored Peau de Soie, 20 in. wide at \$1.00.
LIBERTY SATIN. A heavy quality in a full line of colors, Gray, Blues, Cardinals, Turquoise, Mignon, Tan, Purple, Cerise, Canary, Reseda and Black, 27 in. 75c.
BLACK DUCHESSE. 27 in. wide, in the color of the best values for the money, 79c., 89c. and \$1.00. A 23 in. one at \$1.25.
CORDED SILK with Satin ground, a fine assortment of shades—Tan, Turquoise, Purple, Lemon, Pivoine, Gray, Light Blue, Pink and White, 20 in. \$1.00.
BLACK CORDED TAFFETA in two qualities, 19 and 20 in. wide, 50c. and 75c.
TAFFETA. If your wants are in this line we have the quality at the price, and all the season's colors. 19 in. 75c.

KNIT UNDERWEAR.

Let us impress on you that we sell the best makes of Underwear of all kinds. Hundreds of people have discovered that they have been paying too much for their Underwear. This department has grown and grown rapidly by giving most exceptional values. Make it your business to investigate us. It will pay you to do so.

Ladies' Extra Heavy Jersey Ribbed Vests and Pants, the best value ever offered, 25c.
Ladies' Fine Bleached J. R. Vests and Pants soft and warm, 25c. and 39c.
Ladies' Bleached J. R. Shaped Vests and Pants, an excellent idea and preferred by many, 50c.
Ladies' Cream Wool Mixed J. R. Vests and Pants, superior values, 50c., 75c. and \$1.00.
Ladies' Fine Scarlet Vests and Pants 75c. and \$1.00.
Ladies' Natural Gray Vests and Pants 75c. and \$1.00.
Ladies' Camel's Hair Vests and Pants \$1.00 and \$1.25.
We are showing one of the most complete assortments of Ladies' Union Suits to be found in the city. 50c., 75c., \$1.00, \$1.25, \$1.50, \$1.75 and \$2.00.

Ladies' Black J. R. Vests and Pants \$1.00.
Ladies' Shaped J. R. Vests, dress fitting, something new, 75c.
Ladies' Fine Medium Weight Cashmere Vests 75c.
Ladies' Long Sleeve, High Neck Gaze Vests 25c.
Ladies' Long Sleeve, High Neck J. R. Vests 25c. and 39c.
Special bargain in Infant's Bleached Wrapper Vests, never sold under 25c., price 19c.
A very complete assortment of Infant's Wool and Wool Mixed Wrapper Vests, in all sizes and weights, from 25c. to 75c.
Children's Union Suits, drop seat, 25c.
Children's Union Suits 45c. and 50c.
Children's Union Suits, part wool, in the various sizes, 50c., 59c., and 69c.

THE IMPORTED CORSETS NO LONGER HOLDS SWAY.



It is not adapted to the American figure. While it is a dainty article, and appeals to the eye of the average woman, it does not have the graceful curves so necessary to fit the American figure, and then, besides, you have to pay exorbitant prices for it. This has been recognized for sometime, and has been demonstrated that a corset could be made on French lines and of French materials, but so constructed as to give the most comfort nor destroying the original line of the figure, and it has been accomplished in the production of the

“La Vida” Corsets.

They are without question superior to any imported corset sold in this country to-day. They are handmade of the best and newest French material, full gored, all whalebone, and beautifully finished; and we recommend them most strongly to every woman who has been wearing the French corsets and paying an exorbitant price for them. Fitting room nearby. Come and converse with Mrs. Hickman expert fitter whether you wish to buy or no.

W. B. Corsets.

We have just received a complete line of the very finest styles of W. B. Corsets. The prices start at \$1.00, then \$1.25, \$1.50 and on up to the line grades. Whether you purchase or not, at least let us show them to you and we will cheerfully explain all their good points, and will show you just the corset that is adapted to your figure. We have long, short and medium waists, and can safely say we can please you, perhaps better than you ever been before.

Wrappers.

Several cases of Ladies' Wrappers arrived the past week and are now on sale. They are the best patterns we have ever had and the prices as low as good goods can possibly be sold for.
Some very choice styles—stripes, checks, polka dots and figures—a fine grade of Flannellette, \$1.75.
We have a special wrapper at \$1.25. The patterns are all good, stripes and figured, actually worth \$1.50.

Ribbons.

4-inch Corded Taffeta Ribbons, worth 25c, now 10c yard.
3½-inch wide double faced Striped Satin Ribbon, in beautiful colorings, 29c yard.
We have a full line of Linen and Satin Bow Ribbon Velvets in all widths.

Dress Trimmings.

Fashions correct ideas are here. Every new style and all the staple kind find a place here.
Furs will be used largely this Fall and we have a complete line of all kinds from 12½c to \$1.25.
Applique in black and white. This is a dainty trimming and very much used. The prices start at 50c. and on up to \$3.00 a yard.
Jests in many widths and styles from 8c a yd. up to \$2.00.
A beautiful assortment of Steel Trimming from 12½c up to \$1.98 a yd.

Dress Trimmings.

Bow Knots in Silk and Jet, 25c. to 75c. a yd.
A choice selection of Yokings, black and white, \$1.00 to \$2.25 a yd.
Corded Taffeta in many shades, 98c. a yd.
White and Black Applique, 22 in. wide, \$3.95 a yd.
All over Laces, a very handsome line, 22 in. wide, 98c. to \$3.25 a yd.
Jetted Nets of all kinds, 98c. to \$3.25 a yd.

BLANKETS AND COMFORTERS.

Our annual October sale of Blankets and Comfortables has attracted widespread attention. Ours is not the every-day Blanket department, but a place where has been gathered for your selection the choicest products of the weavers' art in Blanket making. Comfortables well and substantially made are here in this department, made of beautiful sateen and soft silkolines.

If you have a need in these lines it will be to your advantage to allow us the privilege of showing you our values, you will not be importuned to buy.
Fancy Stripes in Silk Blankets, just the thing for a bath robe ordinarily they are priced at \$1.75, we say \$1.39.
Monday we place on sale 60 pairs of Blankets that came in late Saturday afternoon and will get first showing Monday, they are all wool 10-4 Pink and Light Blue Borders and will compare with any \$2.25 Blanket, our price \$2.98.

11-4 All-Wool Blanket which we price for Monday only, 10 pairs in a lot regular \$4.50 Blanket, as long as they last, price \$3.75.
Another leader in all-wool 11-4 Blanket, Pink, Light Blue and red borders, the price, a regular \$5.00 blanket, our price to you is \$3.95.
11-4 Golden Fleece Blanket, largest size, weight 6 pounds 12 oz, comes in Pink, Light Blue and Red borders will compare with the best \$6.00 blanket, our price \$4.89.

Knit Skirts.

Heavy Knit Underskirt with handsome border and sloped top, 50c.
Handsome Knit Skirts in three styles, knit with a straight rib and shell pattern in a large variety of combination of colors, \$1.00.
Heavy Knit Skirts with cross rib and heavy border of contrasting color, \$1.69.
Beautiful Knit Skirts in red, blue, pink, drab and navy, with light color strip, \$2.19.
Fine Knit Skirt in all colors, with yoke top, \$2.50.
Handsome Knit Skirts with wide Gold border, \$2.98.
Cuting Flannel Skirts, 19c., 25c. and 35c.
Dark Striped Skirts with umbrella ruffle finished, with two neat ruffles at bottom, \$1.00.

Knit Skirts.

Black Sateen Skirts 75c., \$1.00, \$1.25, \$1.39 and \$2.25.
Black Mercerized Italian Cloth Skirts with beautiful flounces, \$2.25, \$3.25 and \$4.50.
New Gloves.
The correct styles are here, all the new colors, stitchings and clasps.
Three Clasp Suede Gloves in Gray and made with black and self embroidering, \$1.39 pair.
Perrins 2 and 3 Clasp Gloves in Black and the new English Tans, \$1.50 pair.
Victoria—This is our dollar glove and every color is here with all the new stitchings.
Gloves for Misses in Tans and Reds, 2 clasp 75c. and \$1.00.

A WEEK IN SOCIETY

Norfolk Is Anything But Gay in October.

A Delightful Soiree—Invitations to Marriages—Series of Germans at the Chamberlin—Entertainments at the Country Club—Personal.

Who does not love October? Of all the months of the year it is the most delightful. 'Tis the month of beauty, nature clinging to her last lingering days of life before frost comes to sear, in the forests the trees are stripping themselves of their summer dress of bright greens, in exchange for their beautiful autumnal robe of richest reds and golds; and in the fields tall, yellow golden-rod nods its graceful head to the swaying of the wind. The air is cool and invigorating. We enjoy long walks and drives in the country, and bicycle rides are the order of the day.
Summer has gone, and with it those invitations which are so important in the summer days and last of these months of careless idleness. Yes, it is all over, and with the dainty gowns, we lay them aside, and in sober earnest, begin the season.
It is anything but gay, for with the coming of the Naval Ball at the Chamberlin on Wednesday evening, the season has already been inaugurated. There is nothing of much importance in general. There is

an epidemic of them this fall, and the people have time for little else.

Prof. A. Belezza gave one of his delightful soirees at the Masonic Temple last night. A number of the young people were present to partake of the dancing, which lasted from 8 o'clock to 11 o'clock. Prof. Belezza's string band furnished the music, and altogether the evening passed most delightfully and quickly.

Mr. and Mrs. William E. Wells have issued invitations to the marriage of their daughter, Marianne, to Mr. W. Francis Bowden, of Norfolk. The wedding will take place at the home of the bride's parents, No. 211 Sycamore street, Petersburg, Va., Wednesday, October 26th, at 5:30 o'clock. Miss Wells has many friends in Norfolk, who will gladly welcome her in our city.

The first of a series of Germans at the Chamberlin Hotel will be given Friday evening. Mr. Worthy Smith has these dances in charge, and well re-dances the delightful affairs of the same nature that were carried out last winter under his skillful direction, they will no doubt be fully as popular this season. The steamer Warden will leave the Bay Line wharf at 8 o'clock on Friday night to carry those who will attend this dance to Old Point. Those desiring tickets can get them from Mr. Smith.

Mr. James Alfriend entertained a few of his friends very pleasantly at his home on Olney Road, last Thursday evening. Cards were the feature of the evening, and after the pleasant game had come to an end a delectable repast was served in charming style.

Cards have been received in Norfolk to the marriage of Miss Frances Brewster, daughter of Mr. and Mrs. M. Morris Stevenson, to Mr. Cephas Hamlet Pettus. The ceremony will occur Thursday afternoon, October 26th, at 1 o'clock at the Methodist Episcopal Church, Feltton, Del. A reception will be held from 12:45 until 2:30 o'clock at the home of

the bride. Mr. Pettus is employed with the Southern railway and makes his home in Norfolk, so his many friends here will be glad to have his wife in our city.

Chaplain Morrison, of the United States battleship Texas, entertained Mr. and Mrs. E. B. Hodges and Miss Annie Henry at dinner Wednesday on board ship, now anchored at Hampton Roads. After dinner they repaired to the Club, where they took in the ball that evening.

Miss Lillian C. Scott, daughter of Dr. Scott, and Mr. Everett Bowman will be married at St. Luke's Church Tuesday morning at 7:30 o'clock. We wish this young couple much happiness.

Mrs. John H. Wingfield gave a very charming luncheon Tuesday. Covers were laid for six and a delightful and dainty menu was served. Mrs. Wingfield's guests were Mrs. E. H. Biscoe, Miss Alice McNair, Miss Biscoe and Miss Elizabeth Johnston.

Mrs. Rebecca McNair entertained Wednesday afternoon. The ushers and a few intimate friends of her daughter, Miss Margaret Herbert McNair, who was on Thursday married to Mr. Thurmer Hoggard, their home on Boush street was very pretty with its elaborate display of pretty wedding presents, and the evening was one of exceeding pleasure for those who were present. Dainty refreshments were served and enjoyed. Mr. and Mrs. Hoggard will live in Bristol, and the many friends whom Mrs. Hoggard has in this city will greatly miss her and hate to give her up.

Invitations have been received in Norfolk from Mr. and Mrs. L. Banks Holt to the marriage of their daughter, Cora Alice, to Mr. Robert Sloan Mohane, of Greensboro, N. C. The marriage will take place Wednesday evening, October 26th, at the Presbyterian Church, Graham, N. C., at 9 o'clock.

A meeting of the Board of Governors of the Country Club was held

Wednesday night at the residence of Mr. Robert F. Baldwin, on Freemason street. Mrs. Walter H. Doyle was elected Vice President, to succeed Mrs. John Graham, Jr., resigned, and Mrs. Lane Kelly was elected to the Board to succeed Mrs. H. H. S. Handy, who is traveling in Europe this winter. Mr. A. B. Schwarkopf was made chairman of the House Committee, and is already making great improvement to the property. Electric lights have been put in, upholstering done and other furnishings have been added.

It is said there will be a Junior German club in Norfolk this winter. Some of the younger crowd are trying to push this through, and it is hoped their efforts will be successful.

Miss Eliza Dodd, Mrs. Ward, Mrs. Henry T. Baker and Miss Margaret Ward, who have been spending the summer at the Beach, returned home Saturday.

Miss Mary Whittle is back from Blue Ridge Summit, Pa. where she has been spending the summer.

Miss Margaret Rasay has returned home after a trip through Canada and other Northern resorts.

Mrs. Walter H. Taylor, Jr., is in Baltimore on a pleasure trip.

Mrs. Robert F. Baldwin is visiting her parents, Colonel and Mrs. William Boykin, in Baltimore.

Mrs. Richard W. Gamble has returned to her home in Texas, after a pleasant visit to her father and mother, Mr. and Mrs. Richard C. Taylor, on Freemason street.

Mrs. Hayes and the Misses Hayes, who have been spending the summer at Virginia Beach, returned to their home, in Richmond, Friday.

Mr. James Johnston will leave Tuesday for San Francisco, much to the regret of his host of friends in Norfolk,

Mr. Johnston has accepted the position of paymaster's clerk to Paymaster W. L. Wilson, U. S. N. he will leave on the Pensacola, and probably be gone three years.

Mr. and Mrs. Hugh C. Davis will spend the winter at Virginia Beach.

Mr. C. F. Smith left last week for the White Sulphur Springs.

Miss May Saunders, of the Eastern Shore, is the guest of her cousins, the Misses Waddy, on Duke street.

Mrs. Roland Curtin is visiting her sister, Mrs. E. H. Biscoe, on Bate street.

Miss Mary Tayloe has returned from (Continued on Eleventh Page.)

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All the News of the Catholic World. Fashions and Women's Page. Children's Page. One Hundred Stories. Five Minutes Sermon by Priest Fathers. Special Articles of Rare Interest. Illustrations by Special Artists. The News of the World Condensed. Editorials on timely Topics. News and Information for Members of the League of the Sacred Heart. 70 Columns of Reading, Including 3 Complete Short Stories.
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A practical fence that will positively turn cattle, horses, hogs and pigs. A fence that is strong, practically everlasting, proven thoroughly efficient under every possible condition.

If you want your fencing problems satisfactorily solved, call and see the **ELLWOOD FENCE** and let us show you for how little money you can get absolute satisfaction.

NORFOLK FARM SUPPLY CO.
38 and 40 UNION STREET.

GEO. B. TODD, Manager.

MOTT'S PENNYROYAL PILLS They overcome Weakness, irregularity and omissions, increase vigor and banish "pains of menstruation." They are "LIFE SAVERS" to girls at womanhood, aiding development of organs and body. No known remedy for women cures them. Cannot do harm—life becomes a pleasure. **\$1.00 PER BOX BY MAIL.** Sold by druggists. DR. MOTT'S CHEMICAL CO., Cleveland, Ohio. Sold by BURROW MARTIN & CO.